

**Claims**

1           1.     A method of ordering a product or service promoted on a  
2     broadcast transmitted by a broadcast station, said method comprising:  
3           receiving a signal from a remote transceiver at a service center, said  
4     signal having a client identification information, a frequency of said broadcast,  
5     a location where said broadcast was received, and a time when said broadcast  
6     was received;  
7           identifying said broadcast station using said frequency and said  
8     location;  
9           determining said product or said service promoted on said broadcast  
10    using said time; and  
11          ordering said product or service.

1           2.     The method of claim 1, wherein said determining step includes  
2     accessing a station log of said broadcast station to obtain an identity of said  
3     provider of said good or service.

1           3.     The method of claim 2, wherein said ordering step includes  
2     contacting said provider of said service to order said product or service.

1           4.     The method of claim 1, wherein said ordering step includes  
2     delivering said product or service to said client.

1           5.     The method of claim 1, wherein before said receiving step, said  
2 method includes determining said location and said time with a global  
3 positioning system unit.

1           6.     The method of claim 5 further including after determining said  
2 location step, the step of initiating said transceiver to transmit said information  
3 with a switch on a client terminal.

1           7.     The method of claim 6, further including the step of connecting  
2 said client terminal to a broadcast receiver to access said frequency.

1           8.     The method of claim 6, wherein said method further includes  
2 connecting said client terminal to a global positioning system unit to obtain  
3 said location and said time.

1           9.     An apparatus for ordering a product or a service promoted  
2 during a broadcast received on a receiver, said apparatus interacting with a  
3 service center for ordering said product or service, said comprising:

4                 a client terminal having an interface having an electronic control unit, a  
5 switch and a transceiver, said electronic control unit being interconnected with  
6 said broadcast receiver to obtain a frequency of a station to which said  
7 broadcast is tuned to receive, said electronic control unit connected with a  
8 global positioning system unit to receive a location where said global  
9 positioning system unit is located and time associated with said location, said

10 switch operable to send a signal to said electronic control unit to transmit said  
11 frequency, said location, said associated time and a client identifier to said  
12 service center to facilitate ordering of said good or service.

1 10. The apparatus of claim 9, wherein said switch further comprises  
2 a push button.

1 11. The apparatus of claim 9, wherein said client terminal includes  
2 said global positioning system unit and said receiver.

1 12. The apparatus of claim 9, wherein said client terminal is  
2 mounted to a vehicle.

1 13. A system for ordering a product or service promoted during a  
2 broadcast received on a broadcast receiver, said system including:

3 a service center having a radio receiver and a database having client  
4 information;

5 a client terminal having an electronic control unit, a switch and  
6 transmitter, said client terminal connected to said broadcast receiver to obtain a  
7 frequency of a broadcast station to which said receiver is tuned, said electronic  
8 control unit connected with a global positioning system unit to receive a  
9 location of where said global positioning system unit is located, a time  
10 associated with said location, said switch operable to send a signal to said

11 service center by said transceiver, said signal having a client terminal identifier,  
12 said location, said associated time and said frequency; and  
13 a communication link between said service center and a log of a  
14 broadcast station for determining said product or service promoted during said  
15 broadcast.

1 14. The system of claim 13, further including a communication link  
2 between said service center and a provider of said goods and services.

1 15. The system of claim 13, wherein said client terminal is mounted  
2 to a vehicle.

1 16. The system of claim 13, wherein said switch is a push button.